

DECLARATION

I declare that the thesis, which I am submitting to BahriaUniversity Islamabad in consideration of the award of Bachelors in Social Sciences (Media Studies), is my own personal efforts alongside the supervision of Ma'am Tehreem Ahmad. The content is written is the result of the data collected or data from related previous researches. It is duly acknowledged in the text such that it is possible to ascertain how much of the work is my own. I took rational care to ensure that the work is original, and to the best of my ability and knowledge, the work does not breach copyright law and has not been taken from any other sources except where such work has been cited and acknowledged within the text.

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Prof. Dr. Syed Abdul Siraj
Head of Department Media Studies
Bahria University Islamabad

Date:

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I am grateful to Allah Almighty, the Beneficent, and the Merciful. Who created human beings and presented them with intelligence and strength to seek and investigate. I am truly grateful to my supervisor Ma'am Tehreem, whose professional guidance, mentorship and faith in me made me complete my research. Her advice and guidance at every stage of the research play a pivotal role. I am thankful to all the teachers who taught me during my BS Degree.

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Coverage of Zainab Murder Case in Leading Newspapers of Pakistan

Abstract:

The study focuses on the coverage of Zainab Murder Case which has been observed by both English and Urdu newspapers i.e. The Nation and Jang. The Qualitative research method was used in the study. The study was conducted to find the nature, extent, and type of frames used during the coverage of the event. The researcher also compared the nature of coverage between both the newspapers which were selected. The news stories in the month of January 2018, were used as the sample and data was collected from both English and Urdu newspapers. Front pages and Back pages of the newspapers were selected for data collection. Framing theory was applied as a theoretical framework. The study shows that both the newspapers i.e. The Nation and Jang coverage were extensive. Both the newspapers published the news stories only on the Front page of the newspaper. Different events of the case were covered and the nature of the coverage was direct and harsh vocabulary was used during the coverage. Both the newspapers supported the victim and raised their voices against the issue and to promote awareness among the masses of Pakistan, the study helped to raise such a delicate topic for open discussion not only for Print Media of Pakistan but also for the public of Pakistan.